



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

CONTRACT

Contract / Revision 826736 /		Alt Order #
Product Early TV Buy General Elect, 2012		
Contract Dates 10/01/12 - 10/07/12		Estimate # 390
Advertiser Republican Senate Campaign Committee		Original Date / Revision 09/26/12 / 09/26/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Midwest Communications
49 South grant Avenue
Columbus, OH 43215

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/01/12	10/05/12	Action News at 5a	5-6a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				5	\$150.00			
N 2	WOIO	10/01/12	10/05/12	Action News at 6a	6-7a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				5	\$150.00			
N 3	WOIO	10/01/12	10/05/12	The Early Show	7-9a		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				5	\$100.00			
N 4	WOIO	10/01/12	10/05/12	America Now	9-10a		:30			NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				5	\$75.00			
N 5	WOIO	10/01/12	10/05/12	Syndicated Barter	3-4p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				5	\$200.00			
N 6	WOIO	10/01/12	10/05/12	Action News at 4p	4-5p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				5	\$500.00			
N 7	WOIO	10/01/12	10/05/12	Action News at 6p	6-630p		:30			NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$2,500.00			
N 8	WOIO	10/01/12	10/05/12	David Letterman	1135p-1238a		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				5	\$500.00			
N 9	WOIO	10/06/12	10/06/12	Sat Early Show	9-11a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				2	\$175.00			
N 10	WOIO	10/07/12	10/07/12	Sun Action News at 7a	7-9a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$150.00			
Totals											41	\$16,375.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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826736 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/01/12 - 10/07/12	Early TV Buy General El	390

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican Senate Camp	09/26/12 / 09/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Totals Amount
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Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/07/12	41	\$16,375.00	\$13,918.75
Totals	41	\$16,375.00	\$13,918.75

Signature: _____ **Date:** _____

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Client: Republican Senate Campaign Committee, 2012 **Station Order**
 Product:
 Campaign: Early TV Buy General Elect, 2012

Midwest Communications & Media
 7720 Benson Road
 Carroll, OH 43112
 614/440-4449

Rev #: 4
 Flight From: 09/10/2012 to 10/21/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Bob Clegg
 Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: CLEVELAND-AKRON (CANTON)
 Station: WOIO
 Station Contact: Renee Morley

Actg. Order No.: 390
 WS Order No.: 10510
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Oct 01	Total Spots	DMA HH (R)	DMA P 35+ (R)	DMA P 25-54 (R)
15	MTWTF-- 05:00A-06:00A	EM 30	CBS 19 NWS AM	4 \$150.00 \$750.00	5	5	1.1 \$136.36	0.7 \$214.29	0.4 \$375.00
16	MTWTF-- 06:00A-07:00A	EM 30	CBS 19 NWS AM	6 \$150.00 \$750.00	5	5	1.1 \$136.36	0.8 \$187.50	0.4 \$375.00
17	MTWTF-- 07:00A-09:00A	EM 30	EARLY SHOW	6 \$100.00 \$500.00	5	5	0.9 \$111.11	0.7 \$142.86	0.3 \$333.33
18	MTWTF-- 09:00A-10:00A	DT 30	AMERICA NOW	8 \$75.00 \$375.00	5	5	1.8 \$41.67	1.4 \$53.57	0.5 \$150.00
19	MTWTF-- 03:00P-04:00P	DT 30	ANDERSONCOOPER	8 \$200.00 \$1,000.00	5	5	0.7 \$285.71	0.5 \$400.00	0.4 \$500.00
20	MTWTF-- 04:00P-05:00P	EN 30	NEWS AT 4	4 \$500.00 \$2,500.00	5	5	2.7 \$185.19	2.0 \$250.00	1.0 \$500.00
21	MTWTF-- 06:00P-06:30P	EN 30	HOMTM19 NWS-6P	2 \$7,500.00 \$175.00	3	3	3.3 \$757.58	2.7 \$925.93	1.3 \$1,923.08
22	MTWTF-- 11:35P-12:35A	LF 30	LETTERMAN	4 \$500.00 \$2,500.00	5	5	2.2 \$227.27	1.6 \$312.50	1.0 \$500.00
23	--S- 09:00A-11:00A	WE 30	CBS NWS SAT	6 \$175.00 \$350.00	2	2	1.2 \$145.83	0.9 \$194.44	0.2 \$875.00
24	--S- 07:00A-09:00A	WE 30	ACT NWS SU MRN	8 \$150.00 \$1,200.00	1	1	0.5 \$300.00	0.4 \$375.00	0.3 \$500.00
				\$16,375.00	41	41			

65.3

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	41	65.3	\$16,375.00	\$250.77
	41	65.3	\$16,375.00	\$250.77

Comments

Campaign Remarks:
 Paid for by:

RSCC

By: _____